

AN ANALYSIS ON THE TRUST IN MEDIA ACCORDING TO THE EDUCATIONAL LEVEL OF ADULTS LIVING IN NORTHERN CYPRUS (TRNC)

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Debates over trust in media have constantly engaged developed or developing countries over the years. As a result of misleading and/or biased attitude of most of the media organisations, audience trust in media is affected negatively. This study investigates the trust in media according to the educational level of adults living in Northern Cyprus (TRNC). The scope of the study focuses on several questions such as which mass communication media or what type of news in addition to remarks on audience trust in Northern Cyprus based media news. The study discusses the degree of audience trust depending on the media organisations and type of news they follow.

Keywords: Media, Trust, Audience, Northern Cyprus

INTRODUCTION

Debates over trust in media exist ever since the emergence of the media. Throughout the history, the media where authorities always stipulated control, had a significant role whether controlling the perception of the society or the education.

Recent technological developments and in parallel technological growth positioned media to a significant place in our lives more than ever. These developments put media socially, politically and economically among the most important factors of life.

In Northern Cyprus (Turkish Republic of Northern Cyprus) media does not have a deep-rooted history. Turkish Cypriot media emerged together with the education of Turkish Cypriot individuals along nationalist ideology for the realization of national feelings and introduction of awareness on Turkish nationality. "In Cyprus, the first newspaper in Ottoman Turkish language was published by an Armenian. Whereas the first Turkish newspaper published by a Turkish citizen, is Saded which was published in 1889 by Ahmet Emin Efendi. Therefore Saded is referred as the first Turkish newspaper of Turkish Cypriot media. Particularly until 1974 Peace Operation, publishing and distribution of newspapers was managed through the organisation of Turkish Cypriot intellectuals. The main reasons behind the alliance of intellectuals had been both to repress the attempts of Greek

annexation of Cyprus at the time and the need to raise the voice of Turkish Cypriots on the island.”(KTGB, 2012: 19)

This study positioning media audience at its focal point, aims to highlight individuals’ trust in media and their perception of the media news with respect to recent social and political developments in Northern Cyprus. The study investigates how fake news expresses puzzlement over the media audience and correspondingly the audience’s unquestioned trust in media followed by this puzzlement. Substantially the study intends to evaluate adults living in Northern Cyprus through their trust in media.

The study structured on a questionnaire including nine questions. The first question is, within Northern Cyprus which media organisation is the most reliable? And the other questions follow as: What is the audience trust grading on different mass communication media? What is the audience trust grading on different type of news? What are the effective factors creating an impact on reliability of news according to participants? What are the results of the reliable media organisations according to the demographic characteristics of the participants? What is their trust grading on different media news according to the educational level of the participants? What is their trust grading on different type of news according to the educational levels of the participants? And finally what are the effective factors creating impact on reliability of news according to the educational level of the participants?

THEORETICAL FRAMEWORK

Reliability is a leading subject discussed upon within the media related subjects, and has been the focus of numerous scientific researches and analysis for many years. Trust, whether in a broader sense, media, or in particular journalism is concerned, brings along reliability and also credibility (Vural, 2010:22). Media’s priority should be gaining trust of their target audience in order to ensure that their news is followed. This can only be provided by delivering reliable news (Alemdar and Uzun, 2013: 78). The more the target audience trust to the media organisations or news reporters, more they are exposed to the impact. Therefore, the target audience pays attention to the source of news and by whom the news is given by (Güngör, 2011a: 77-78). Further the target audience convinced by the truth and reliability of the news served by a specific media, more the loyalty to the related communication media will be sustained. Trust, therefore, is becoming one of the most important elements within this mutual relationship between audience and media (Güz, 2005:72-73). Within this century, as individuals are enclosed by an incessant effect of a rapidly developing media, they are subject to endless news received from mass communication media all day long. Hundreds of news and data received from multiple sources, information supplied by different experts almost on every subject occupy people’s daily life. Moreover, these news, explanations or informations could be inconsistent from time to time. As a result, most of the time, people who are exposed to media news, feel uncertain who to trust or what to trust (Güngör, 2011b: 217-18). Therefore, primary

condition of an ethically convenient operating media is to make truthful and comprehensive news on significant social matters. The ethical framework the media is liable for does not only consist of making truthful and comprehensive news but also includes the necessity to define the context where the news is taking place in a comprehensive and truthful manner. In other words, one of the liabilities of news reporters is to present news as straightforwardly as they occurred (Çaplı, 2002:88). Undoubtedly this attitude of media will increase the level of trust in media news. In parallel with above mentioned topics, one of the main discussions is based on how incident–reality connection is established through news production process, how is the reality presented in the news or at what level the media was faithful to reality. So based on above explanations the accurate understanding of incident–reality connection is important through news production process (Baytar, 2007: 260).

The independence of news producers and related mass communication media is a must in order to produce substantive, accurate news and to notify society whenever it is necessary. Together with the institutional independence, self reliance and also being isolated from any kind of power influence are accepted as indispensable factors for providing the reality to the individuals. Along with these factors having no economic commitments, in other words, not to have any attachment based on self-interest with any advertiser is crucial in terms of reliability and integrity (Dedeoğlu, 2014: 161). Since audience pay special attention to the source of media news and evaluate the information received from the media accordingly (Güngör, 2011b: 218). On the other hand, researches and analysis carried out indicates that audience does not evaluate trust in mass communication media in the same way. Part of the society finds newspapers more reliable, some others find television or radio while the others find social media more reliable (Güngör, 2011b: 218). Therefore, cases might vary from one individual to another, from one society to another or it might even differ within the studies carried out at different times. However, Vural indicates that with respect to trust in news, television has a leading role within mass communication media since it can easily and rapidly address to a wider audience having a remarkable effect (Vural, 2010: 22). Along with the television, recently having a leading role at multiple social and communal occasions with an increasing number of users, social media, becomes an important feature for the news producers from the point of reliability of news published on internet. As a result of the above mentioned reasons, the features that might have an impact on reliability of news become even more important. Since news production process is not only complex, but also quite a long journey, mass communication media, journalist and especially news production process is subject to intervention. Most of these intrusions have a direct effect on the reliability of the news.

Consequently, the most significant way of gaining audience trust in mass communication media, is to have a mass communication media and news producers with a faithful sense of mission and acting relevantly with required attitude and behaviour (Özgen, 1988: 66).

METHODOLOGY

Population and Sample

The study is structured on quantitative research. It is based on scanning model which is one of the quantitative research models. The aim of the study is to delineate the views of target sample group without intervention of researchers and to reach generalizable quantitative findings specific to Northern Cyprus. Population of the study consists of adults aged 18 and older living in Northern Cyprus. Since it is not possible to reach whole population of the study and number of people forming the population, 384 people were addressed with 95% confidence level and 5% sampling error based on the formula for samples with unknown populations.

Figures both on informative characteristics of individuals engaged in the study such as gender, age, marital status and technology usage characteristics are given in Table 1.

Table 1. Socio-demographic characteristics of the participants (n=384)

	Number (n)	Percentage (%)
Gender		
Female	182	47,40
Male	202	52,60
Age		
18-25	211	54,95
26-35	104	27,08
36 and older	69	17,97
Marital Status		
Married	184	47,92
Single	167	43,49
Divorced	33	8,59
Educational Level		
High school and earlier	60	15,63
Undergraduate	265	69,01
Graduate	59	15,36

In Table 1 socio-demographic characteristics of the participants are given. When Table 1 is analysed, it is observed that 47,40% of the participants of the study are female, 52,60% male; 54,95% is within 18-25 age range, 27,08% within 26-35 age range and 17,97% within 36 and older range; 47,92% is married, 43,49% single, 8,59% divorced; and according to their education level 15,63% is from high school and earlier levels, 69,01% from undergraduate and 15,36% from graduate level.

Data Collection

The survey used for the study has been prepared by the researcher and an earlier PhD dissertation on a similar subject published by Olkun in Selçuk University (2017) was referred for the selection of the questions. Data for the study was collected through online survey method and obtained using internet website "Google Drive". The data was collected in the mentioned system within a month following its starting date (July 2018) and researchers were informed through e-mail. Content validity for the prepared survey was maintained by receiving opinions of three domain experts on the subject.

One of the experts is a Associate Professor focusing on communication studies from Near East University, Department of Radio TV and Cinema where as another expert is again a Associate Professor from Lefke European University, Faculty of Education who ensure the language and expression of the survey. Finally a statistician's opinion was taken on the sufficiency of survey with respect to assessment and evaluation criteria.

Statistical Analysis of Data

The data of the study is analysed using Statistical Package for Social Sciences (SPSS 24.0) Software. Distribution of information on socio-demographic characteristics and usage of technology of the participants is determined by frequency analysis, and trust grading on mass communication media and different types of news is shown through descriptive statistics.

The trust in mass communication media according to demographic characteristics of the participants is compared with the effective features creating impact on reliability of news according to educational level of the participants using chi square test. Since the data set regarding trust grading of participants on mass communication media and different type of news is in harmony with normal distribution variance analysis (ANOVA) is used for comparison.

FINDINGS

This section of the study includes the findings on technology usage characteristics and informative characteristics of individuals such as gender, age, marital status involved in the study.

Table 2. The most reliable mass communication media according to participants (n=384)

	Number (n)	Percentage (%)
The most reliable type of media		
National media	198	51,56
Local media	186	48,44

In Table 2 the most reliable mass communication media according to participants is given. Analysis of Table 2 shows that, 51,56% of the participants involved in the study finds national media more reliable whereas 48,44% considers local media more reliable.

Table 3. Participants' trust grading on news according to mass communication media (n=384)

	n	\bar{x}	s	Min	Max
Newspaper news	384	4,84	2,34	1	10
TV news	384	4,60	2,30	1	10
Radio news	384	4,43	2,44	1	10
Magazine news	384	4,26	2,45	1	9
Internet news	384	4,58	2,46	1	10
Social media news	384	3,81	2,35	1	10

Table 3 shows participants' trust grading on news according to mass communication media. Analysis of Table 3 shows participants' trust grading on newspaper news as $\bar{x}=4,84\pm2,34$, trust grading on TV news as $\bar{x}=4,60\pm2,30$, trust grading on radio news as $\bar{x}=4,43\pm2,44$, trust grading on magazine news as $\bar{x}=4,26\pm2,45$, trust grading on internet news as $\bar{x}=4,58\pm2,46$ and trust grading on social media as $\bar{x}=3,81\pm2,35$.

Table 4. Participants' trust grading on different type of news

	n	\bar{x}	s	Min	Max
Political news	384	3,98	2,28	1	9
Health news	384	5,01	2,49	1	10
Economy news	384	4,74	2,65	1	10
Sports news	384	5,86	2,75	1	10
Magazine news	384	4,33	2,89	1	10
Cultural - art news	384	6,25	2,71	1	10
Foreign news	384	4,84	2,55	1	10
Police - Judiciary news	384	4,94	2,67	1	10
Regional -local news	384	5,13	2,51	1	10

In Table 4 participants' trust grading on different type of news is shown through descriptive statistics. The participants' trust grading on political news is shown as $\bar{x}=5,01\pm2,49$, trust grading on economy news as $\bar{x}=4,74\pm2,65$, trust grading on sports news as $\bar{x}=5,86\pm2,75$, trust grading on magazine news as $\bar{x}=4,33\pm2,89$, trust grading on cultural-art news as $\bar{x}=6,25\pm2,71$, trust grading on foreign news as $\bar{x}=4,84\pm2,55$, trust grading on police-judiciary news as $\bar{x}=4,94\pm2,67$ and trust grading on regional and local news as $\bar{x}=5,15\pm2,51$.

	Not effective at all		Ineffective		A little effective		Effective		Very Effective	
	N	%	n	%	n	%	n	%	n	%
Fake news	58	15,10	4	12,			18,	18	47,9	
Close relationships with news source/relationships based on self-interest	50	13,02	8	50	22	5,73	72	75	4	2
Bias in news	54	14,06	3	8,8		13,2	17,	18	46,8	
Ideological bias in news	46	11,98	4	5	51	8	69	97	0	8
Ownership structure of media/Media as a commercial body	40	10,42	3	8,0		11,2	15,	19	51,0	
Interpreting news	32	8,33	1	7	43	0	60	63	6	4
Hidden or direct advertising within news	46	11,98	3	8,8		14,8	11	29,	13	35,1
News gathering methods (hidden camera, recording, etc.)	21	5,47	4	5	57	4	2	17	5	6
Perversion of news and deliberately dissembling information	43	11,20	5	15,		14,0	25,	13	35,1	
Spin-doctoring (Manipulation)	44	11,46	2	6,2		23,4	14	38,		23,7
Lack of information in news	25	6,51	4	5	90	4	7	28	91	0
Self-control in media/Lack of self-inspection	32	8,33	7	18,		20,0	10	27,		21,8
			0	23	77	5	7	86	84	8
			3	10,	10	27,0	10	26,	11	30,7
			9	16	4	8	2	56	8	3
			2	7,5		13,5	10	26,	15	41,4
			9	5	52	4	1	30	9	1
			5	13,		11,2	22,	16	41,6	
			0	02	43	0	87	66	0	7
			5	13,		11,2	24,	17	44,2	
			1	28	43	0	95	74	0	7
			3	8,0		16,4	22,	17	45,0	
			1	7	63	1	85	14	3	5

Table 5. The effective features creating impact on the reliability of news according to the participants

In Table 5 distributions of the effective features creating impact on the reliability of news according to the participants is shown. Analysis of Table 5 findings show that 47,92% of individuals involved in the research considers fake news, 46,88% close relationships with news source/relationships based on self-interest, 51,04% bias in news, 35,16% ideological bias in news, 35,16% ownership structure of media/media as a commercial body, 41,41% perversion of news and deliberately dissembling information, 41,67% spin-doctoring (manipulation), 44,27% lack of information in news and 45,05% self-control in media/lack of self-inspection as very effective features creating an impact on the reliability of the news. Also 38,28% of participants considers interpreting news, 27,86% making hidden or direct advertising within news and 26,56% news gathering methods (hidden camera, recording, etc.) as very effective features creating an impact on the reliability of the news.

Table 6. Comparison of reliable mass communication media according to the demographic characteristics of the participants (n=384)

	National media		Local media		Total		χ^2	p
	n	%	n	%	n	%		
Gender								
Female	105	57,69	77	42,31	182	47,40	5,205	0,023*
Male	93	46,04	109	53,96	202	52,60		
Age								
18-25	109	51,66	102	48,34	211	54,95	0,604	0,739
26-35	56	53,85	48	46,15	104	27,08		
36 and older	33	47,83	36	52,17	69	17,97		
Marital status								
Married	93	50,54	91	49,46	184	47,92	11,082	0,004*
Single	79	47,31	88	52,69	167	43,49		
Other	26	78,79	7	21,21	33	8,59		
Educational level								
High school and earlier	37	61,67	23	38,33	60	15,63	3,142	0,208
Undergraduate	130	49,06	135	50,94	265	69,01		
Graduate	31	52,54	28	47,46	59	15,36		

*p<0,05

Table 6 indicates comparison of reliable mass communication media according to the demographic characteristics of the participants. From the analysis of Table 6, it is identified that reliable mass communication media according to the marital status and gender of the participants statistically has significant difference ($p<0,05$). Another remarkable finding is that the ratio of females trusting in national media is significantly higher than the ratio of males. The ratio of married and single participants' trust in local media is higher.

Table 7. Comparison of trust grading on mass communication media according to the educational level of participants (n=384)

	Educational level	n	\bar{x}	s	Mi n	Ma x	F	p	Differenc e
Newspaper s news	High school and earlier	60	4,15	2,44	1	10	3,800	0,023*	1-2
	Undergraduate	265	4,89	2,36	1	10			1-3
	Graduate	59	5,29	2,03	1	10			
Television news	High school and earlier	60	3,42	2,03	1	9	11,234	0,000*	1-2
	Undergraduate	26	4,7	2,3	1	10			1-3

				5	3	1				
	Graduate			59	5,2 4	2,1 2	1	10		
Radio news	High school and earlier		60	2,9 3	2,2 3	1	9	15,75 9	0,000 *	1-2
	Undergraduate		26 5	4,6 1	2,4 0	1	10			1-3
	Graduate		59	5,1 5	2,2 0	1	10			
Magazine news	High school and earlier		60	3,0 3	1,9 4	1	8	9,995	0,000 *	1-2
	Undergraduate		26 5	4,4 1	2,5 2	1	9			1-3
	Graduate		59	4,8 1	2,2 3	1	9			
Internet news	High school and earlier		60	4,5 2	3,1 2	1	10	2,519	0,082	
	Undergraduate		26 5	4,4 5	2,3 2	1	10			
	Graduate		59	5,2 4	2,2 3	1	10			
Social media news	High school and earlier		60	3,5 5	3,2 1	1	10	4,756	0,009 *	1-3
	Undergraduate		26 5	3,6 8	2,1 2	1	9			2-3
	Graduate		59	4,6 6	2,1 7	1	10			

*p<0,05

ANOVA results can be followed in Table 7 regarding comparison of trust grading on mass communication media according to the educational level of participants.

From the analysis of Table 7, it is recognized that according to the educational level of the participants statistically there is a significant difference between trust grading on newspaper, television, radio, magazine and social media news ($p<0,05$). Participants with high school and earlier educational level has significantly lower trust grading on newspaper, television, radio and magazine according to the participants with undergraduate and graduate educational level. Participants with graduate level have a higher trust grading on social media according to the other participants. It is also acknowledged that in terms of trust grading on internet news there is no significant difference according to the educational level of participants. ($p>0,05$).

Table 8. Comparison of trust grading on different type of news according to the educational level of participants (n=384)

	Educational level	n	x	s	Min	Max	F	p	Difference
Political news	High school and earlier	60	3,77	1,90	1	9	2,334	0,098	
	Undergraduate	265	3,90	2,36	1	9			
	Graduate	59	4,56	2,22	1	9			
Health news	High school and earlier	60	4,62	2,50	1	10	0,989	0,373	
	Undergraduate	265	5,05	2,54	1	10			
	Graduate	59	5,22	2,24	1	10			
Economy news	High school and earlier	60	4,92	2,66	1	9	2,705	0,068	
	Undergraduate	265	4,55	2,66	1	10			
	Graduate	59	5,41	2,51	1	10			
Sports news	High school and earlier	60	6,03	2,95	1	10	0,638	0,529	
	Undergraduate	265	5,91	2,68	1	10			
	Graduate	59	5,51	2,84	1	10			
Magazine news	High school and earlier	60	5,25	3,68	1	10	3,806	0,023*	1-2
	Undergraduate	265	4,12	2,74	1	10			1-3
	Graduate	59	4,32	2,52	1	9			
Cultural - Art news	High school and earlier	60	6,22	2,88	1	10	0,354	0,702	
	Undergraduate	265	6,20	2,75	1	10			
	Graduate	59	6,53	2,29	1	10			
Foreign news	High school and earlier	60	4,67	2,38	1	10	1,643	0,195	
	Undergraduate	265	4,76	2,59	1	10			
	Graduate	59	5,39	2,48	1	10			
Police - Judiciary news	High school and earlier	60	4,72	2,82	1	10	0,961	0,384	
	Undergraduate	265	4,90	2,66	1	10			
	Graduate	59	5,36	2,51	1	10			
Regional-Local news	High school and earlier	60	4,17	2,21	1	9	5,869	0,003*	1-2
	Undergraduate	265	5,25	2,56	1	10			1-3
	Graduate	59	5,59	2,34	1	10			

*p<0,05

In Table 8, results of ANOVA are given which is used for comparison of trust grading on different type of news according to the educational level of participants.

From the analysis of Table 8, it is realized that according to the educational level of the participants, statistically there is a significant difference between trust grading on magazine and regional-local news ($p<0,05$). In terms of trust grading on magazine news, participants with high school and earlier educational level is higher according to undergraduate and graduate educational level participants, whereas in terms of regional-local news, it is lower.

According to the educational level of participants, it is concluded that, in terms of trust grading on political, health, economy, sports, cultural-art, foreign and police-judiciary news statistically there is no significant difference ($p>0,05$).

Table 9 . Comparison of effective factors creating impact on reliability of news according to the educational level of participants (n=384)

	High school and earlier		Undergraduate		Graduate		χ^2	p
	n	%	n	%	n	%		
Being reliable								
Significant	55	91,67	248	93,58	52	88,14	4,207	0,379
Less significant	5	8,33	12	4,53	5	8,47		
Not significant	0	0,00	5	1,89	2	3,39		
Being ideologically bias								
Significant	16	26,67	75	28,30	13	22,03	5,897	0,207
Less significant	25	41,67	79	29,81	25	42,37		
Not significant	19	31,67	111	41,89	21	35,59		
Being more accessible								
Significant	22	36,67	112	42,26	23	38,98	8,774	0,067
Less significant	15	25,00	59	22,26	23	38,98		
Not significant	23	38,33	94	35,47	13	22,03		
Being user-friendly								
Significant	22	36,67	122	46,04	18	30,51	7,383	0,117
Less significant	18	30,00	80	30,19	25	42,37		
Not significant	20	33,33	63	23,77	16	27,12		
Being able to present newsbreak								
Significant	22	36,67	134	50,57	29	49,15	4,657	0,324
Less significant	20	33,33	74	27,92	19	32,20		

Not significant	18	30,00	57	21,51	11	18,64		
Giving importance to regional-local news								
Significant	22	36,67	94	35,47	18	30,51		
Less significant	17	28,33	78	29,43	18	30,51	0,666	0,95 5
Not significant	21	35,00	93	35,09	23	38,98		
Being objective								
Significant	34	56,67	197	74,34	48	81,36		
Less significant	19	31,67	23	8,68	6	10,17	26,65 0	0,00 0*
Not significant	7	11,67	45	16,98	5	8,47		

*p<0,05

Table 9 shows the results of Chi Square Test used for the comparison of effective factors creating impact on reliability of news according to the educational level of participants.

Analysis of Table 9 indicates that according to the educational level of participants, statistically, there is a significant difference between effective factors having an impact on the reliability of news such as fake news, close relationships with news source/relationships based on self-interest, bias in news, ownership structure of media/Media as a commercial body, interpreting news, hidden or direct advertising within news, news gathering methods (hidden camera, recording, etc.), perversion of news and deliberately dissembling information, self-control in media/lack of self-inspection ($p<0,05$). It is identified that the ratio of participants with high school and earlier educational level considering fake news, close relationships with news source/relationships based on self-interest, bias in news, ownership structure of media/Media as a commercial body, interpreting news, hidden or direct advertising within news, news gathering methods (hidden camera, recording, etc.), perversion of news and deliberately dissembling information, self-control in media/lack of self-inspection as effective factors having an impact on the reliability news is lower than the ratio of the participants with undergraduate and graduate education level.

It is observed that there is no significant difference between the participants with different educational level in terms of lack of information in news as an effective factor having impact on the reliability of news ($p>0,05$).

CONCLUSION AND DISCUSSION

Today in Northern Cyprus (TRNC) lack of trust in political/social relations is affecting media together with many institutions in a negative way. It is very obvious whether extensive, traditional, national, local, alternative, visual, written or social, the media is facing lack of trust based on several reasons generating over the years (Gürkan Pazarcı, 2005: 165). In these circumstances, nowadays in terms of society's understanding and interpreting of events mainly due to narrative techniques of media news, reliability of

the media has reached to a more sensitive level more than ever (Balcı ve Bekiroğlu, 2004: 212).

The study obtained data related to the audience trust in media news through the answers of 384 adults living in North Cyprus (TRNC). These acquired data, presents numerous important information on the subject from media usage habits of the participants to audience trust level in news. According to these data; within 384 participants with different gender, age, marital status ve educational levels most reliable mass communication media is national media with 51,56% and the rest 48,44% trust in local media. This shows that there is almost no difference between trust in national and local media. However, according to the trust grading questions throughout the survey, it is realized that participants, in fact, in general do not trust in the media.

New agencies should reveal their objectivity not only in their slogans but also in their news production as well. The low level of trust in social media news identified in the survey is in fact, due to misguidance based on fast news production or acontextual headings. In this respect, mass communication media should be more sensitive in ethical issues and control mechanism when publishing internet news. Especially, even if the content of political and magazine news is different the reason behind not to trust them is almost same. Accordingly political and magazine news of mass communication media is more likely to be manipulated due to pecuniary advantage or labour relationship. Therefore, it is required to disconnect the advertisement-news relationship which usually falls within magazine news and independent, objective agencies should be established. Existing agencies should take ethical issues into consideration and should bravely apply public elucidation as the primary rule through news production process.

Findings pointing out 50% trust in local and national media signify serious mistrust of every second person to media. It is required to explore and solve the reasons behind this trust problem in media. Educating and raising awareness of media sector employees and also extending control mechanism of Broadcasting Supreme Council are recommendations to deal with the mentioned issue.

The results of the participants indicate that highest trust level is in newspaper and TV news and on the contrary social media news has been the least trusted. The explanation behind this might be that integrity of social media news is not examined through a control mechanism. Particularly it is very important to take precautions in social media in terms of restricting sharing of news that is prejudicial to the society.

Within this study it is identified that the highest trust is in cultural-art news whereas the lowest trust is in political news. Politics as a matter of course is a field of different perspectives, polarization and conflict. The result of the study is outgrowth of this situation. It is very important to ensure that trust in politics news is increased.

The research also indicates that as the educational level of the participants increase, trust in newspaper, TV, magazine and radio news increase. This might be as a result of participants with higher educational apprehending the fact that in comparison with the social media news this type of news is filtered through a control mechanism in terms of integrity. On the other hand since the anticipation is that individuals with higher

educational level are more conscious on differentiating reliable and unreliable news the results are as it is expected.

Another remarkable outcome of the conducted research is related with the trust in media news. As the educational level of individuals decreases trust in magazine news increases. This reason behind this issue can be explained by the individuals with higher education level not having trust in artificial agenda since they believe this type of news serves more to advertising and audience measurement. Consequently it can be thought that since they equate all type of magazine news, they might neither believe in nor trust in this type of news.

This study is conducted to present both the perception of trust in media news and in relation with this perception to put forward the related effective factors according to the educational level of adults living in Northern Cyprus. Further planned studies focused on a wider population and bi-communal (Northern-Southern Cyprus) studies can contribute to enrich communication research literature of Northern Cyprus.

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